



The Edge

Information and news that gives you an edge in the real estate business.

THIS WEEK

- A FRESH Look at Houston Housing
- MLS Rule Changes | What You Need to Know
- The Forms You Need to Know (Webinar)
- All HAR Offices Closed on July 4
- Platinum Tool Spotlight: AI Lead Reply
- 10 Residential Leasing Do's and Don'ts (Webinar)
- Go Global with the GIE
- You're Invited to Havana Nights
- Travel With TREPAC | Destination 3: Thailand
- A Night at Tony's on August 8
- Are You a Rising Star in Real Estate?



"The Edge" is a weekly tool for managers to use to inform their agents and stay current and up-to-date with important real estate industry issues.

Produced by the HAR Communications Department.



A FRESH Look at Houston Housing

Here is HAR's June 2024

FRESH (First Real Estate Snapshot of Houston):

- The Houston real estate market remained hot in June.
- **New Listings** continued to experience growth with REALTORS® entering 8.3 percent more properties into the MLS compared to June 2023.
- **Active Listings** rose 36.7 percent year-over-year to 29,996 in June.
- The **Average List Price** for homes across the Greater Houston area increased 1.0 percent to \$445,100.

HAR's complete June 2024 Market Update will be released Wednesday, July 12.



MLS Rule Changes | What You Need to Know

- **July 9** — HAR will add a new MLS field: “Seller May Contribute to Buyer Expenses Up To: \$_____.” This is to communicate the possibility of the seller making a contribution or concession toward buyer expenses, but the contribution may not be conditioned on paying broker fees. It is up to the buyer to determine how the contribution is applied.
- **July 9 at 11 a.m.** — MLS Rule Changes Webinar. Register [HERE](#). All registrants will receive a recording of the webinar.
- **August 16** — All compensation fields will be removed from the MLS.

Get the latest information at [HAR.com/settlement](https://www.har.com/settlement).

*Ready or Not,
Change is Coming...*

**WHAT YOU NEED
TO KNOW**

WEBINAR

**Tuesday,
Jul 9**

11 a.m.-12 p.m.

Register NOW!

FREE

**MLS
Rule
Changes**



The Forms You Need to Know

HAR.com **The Forms You Need to Know**

In-depth review of new forms and changes to contracts/forms

FREE CLASS!

Multiple class dates available.

CE Credit: 3 hours

REGISTER ONLINE: HAR.com/edu

Texas REALTORS® released updated forms as well as new forms to comply with the terms of the NAR settlement. We recommend that you begin using these forms now that they are available, rather than waiting.

We are waiving any fee for the **Forms You Need to Know** course to ensure our subscribers are able to continue to do business without any hiccups.

Multiple class dates are available. Register [HERE](#).



Happy
4TH of JULY

INDEPENDENCE DAY

***** 1776 *****

All HAR Offices will be closed on Thursday, July 4. We wish you a safe and enjoyable holiday.





Platinum

LEAD REPLY

A new AI tool that sends AI-generated replies tailored to the status of your listings, ensuring relevant communication with new leads.

HAR AI Tools are exclusively for **MLS Platinum Subscribers**.

If you are not a **Platinum Subscriber** visit www.har.com/platinum to learn more!

5 HAR AI Tools to Help Market Your Listings



Highlights

Property Description

Photo Description

Photo Tags

Lead Reply

Learn more about LEAD REPLY at: <https://cms.har.com/ai-leadreply/>



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10 Residential Leasing

Do's and Don't's

**WED.,
JULY 17**
12-1:30 P.M.

har.com/edu

FREE



PROPERTY MANAGEMENT

Webinar Series





GIE

GLOBAL INFORMATION EXCHANGE

The **HAR Global Information Exchange** is ready for your international listings!

- Utilizes the Matrix "Global" property class for add/edit and search
- Global listings are displayed on HAR.com and Realtor.com/international
- FREE service to all HAR MLS Subscribers

SIGN UP at [HAR.com/global](https://www.har.com/global)



You're Invited to Havana Nights

HAR TREPAC Presents:



HAVANA
Nights

Join Us for
**NETWORKING
ENTERTAINMENT
& GIVEAWAYS**

JULY 10
5:30 - 7:30 p.m.

Please contact
TREPAC@har.com
for more information!

The poster features a central dark blue circle containing the event title and date. The background is a vibrant purple and blue gradient with silhouettes of palm leaves and a bright light flare on the left. The text is a mix of bold sans-serif fonts and elegant script.



Travel with TREPAC | Destination 3: Thailand

DESTINATION 3
THAILAND

JULY 30

HAR TREPAC and HAR Global are teaming up to bring you tips, guest speakers, cultural activities and more!

Email: trepac@har.com

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HAR TREPAC

GLOBAL

Adventure

SERIES 2024



DESTINATION 3
THAILAND

Contact Us for More Information!







JOIN US!

JULY 30

6:30 to 9:30 p.m.



HAR TREPAC presents:



A Night at Tony's

August 8, 2024



• *By Special Invitation Only* •

How to Receive Your Invitation

Be a first time \$500 Investor for 2024.

Be a first time Major Investor of \$1,000 or more for 2024.

Be a current Major Investor and recruit a new \$1,000 Investor for 2024.

For 2024, increase your 2023 investment by \$500 or more.

For more information, email TREPAC@har.com.



Are You a Rising Star in Real Estate?

14TH ANNUAL AWARDS CELEBRATION

Rising Stars in Real Estate Awards

OCTOBER 4, 2024 | 3 - 5 P.M.
Bayou City Event Center | 9401 Knight Road

APPLY ONLINE!
Visit <https://ypn.har.com/>
for FAQs.

QUESTIONS?
Email miranda.garcia@har.com
or roz@har.com

HAR.COM TWENTY UNDER FORTY
20
40
RISING STARS IN REAL ESTATE

HAR.com Young Professionals Network
YPN